

PERSONAL LIBRARY SOFTWARE



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FOR IMMEDIATE RELEASE

PLS Search Engine at the Heart of the McKinley Internet Directory "The McKinley" Launches Today on the Web

(Santa Clara, CA., August 15, 1995) -- Personal Library Software, Inc. (PLS) and The McKinley Group, Inc. announced today that PLS is providing the full-text and concept-based search technology for The McKinley Internet Directory, which launched today. The McKinley Internet Directory is the solution for novice and expert Internet users alike who are frustrated by the often-daunting task of finding relevant and quality information on the Net. It is the most comprehensive on-line directory, providing reviewed, described and rated resources to make it easier for Internet users to locate the information they need.

"The McKinley" is being hosted by Netcom and offered free to all Internet users for the next 60 days. By adding PLS's structured and concept searching on top of browsing 15 categories spanning all disciplines, "The McKinley" becomes a powerful living roadmap to the best of the Internet.

"The McKinley" currently has 80,000 sites, of which 20,000+ sites have been reviewed and rated, and more are evaluated daily. A large team of in-house "cyberwriters," in conjunction with International Content Advisory Boards, thoroughly describe, review and rate sites to provide the Internet user with a powerful human focus to their Internet explorations.

Users of "The McKinley" will find features in this directory that are unmatched, such as descriptions of each site, including title and URL hotlinks; keyword and audience descriptors; producer information; the language of the resource; and cost, if any. The sites in "The McKinley" are also rated, on a scale of one to four stars, according to the following criteria: the completeness of content, the organization of the site, how up-to-date it is, and its ease of access. All of these features deliver what Paul Saffo, director of the Institute for the Future, has called "the Michelin Guide for the Internet."

David Hayden, president of The McKinley Group, says, "We are very pleased to be working with PLS, and their technical support has been most helpful. PLS's rich development tools gave us the flexibility to design a powerful multi-tiered service with the look and feel we want for our users."

"McKinley's developers have done a superb job of molding our technology so that users can interact with McKinley content easily and effectively," said Matt Koll, president of PLS. "The ease with which you can explore widely, or zoom right in on what you're looking for is wonderful."

About The McKinley Group

Headquartered in Sausalito, California, The McKinley group was founded in 1993 by a team of international publishers, technologists and information specialists, committed to delivering the best navigational and informational tool for the Internet.

About PLS

PLS is the leading supplier of information retrieval software for use on the Web, on-line services and CD-ROM. PLS products combine intelligent retrieval techniques with the flexibility of graphical user interfaces. PLS software has been rapidly adopted for the WEB and has been recognized for its distributed searching, scalability, relevance ranking, concept searching and interoperability.

PLS's customers and partners are a virtual "who's who" of the information industry, including America Online, Apple Computer, Inc., Appleton & Lange, Arizona Daily Star, Associated Press, Baseline, Bertelsmann, CommerceNet, Congressional Quarterly, DataTimes, Dow Jones News/Retrieval, Electronic Newsstand, Financial Times Information Services, Footage.Net, Grolier Electronic Publishing, Hewlett-Packard, Illustra, Individual Inc., the Internet Company, Knight-Ridder, National Public Radio, NewsNet, Open Market, Inc., Prodigy, Time Inc., USA Today, and the US House of Representatives.

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PLS can be reached at its headquarters at 2400 Research Boulevard, Suite 350, Rockville, MD 20850-3243 and via the Internet at <http://www.pls.com> or info@pls.com.

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